

HOUSE BILL 222

By Dean

AN ACT to amend Tennessee Code Annotated, Title 4,  
Chapter 3, Part 23 and Title 54, relative to  
commercial advertising on department of  
transportation HELP trucks.

BE IT ENACTED BY THE GENERAL ASSEMBLY OF THE STATE OF TENNESSEE:

SECTION 1. Tennessee Code Annotated, Title 4, Chapter 3, Part 23, is amended by  
adding the following language as a new, appropriately designated section:

4-3-2309.

The department is authorized to allot space on the exterior of an incident  
response HELP truck for the purpose of commercial advertising. After consultation with  
the department of safety, the department of transportation is directed to promulgate rules  
and regulations to effectuate this section. Such commercial advertising shall not  
advertise alcohol or tobacco products. Commercial advertising permitted by this section  
shall not include campaign advertising as prohibited in § 2-19-144, and any such  
campaign advertising shall be expressly prohibited. All revenue generated from  
commercial advertising authorized by this section shall be deposited in the highway fund  
to be used solely for transportation purposes.

SECTION 2. This act shall take effect July 1, 2011, the public welfare requiring it.